

Hollywood Boulevard Property Owners Association, Inc.

A Nonprofit Corporation

*Business
Improvement
District.*

October 2, 1992

*Some of what
HERE has done
already*

Dear Fellow Property Owner,

Hollywood Boulevard is the place where people come to experience excitement and glamour, relive Hollywood's past glory and enter its world of myths and imagination. What they find, however, is a problem area in a state of disrepair. Much needs to be done to enhance that excitement and make the glamour a reality.

The recent riots, Boulevard cruising, transients, crime, street maintenance, and the future impact of Metro Rail Construction are some of the major concerns that brought us together to form the **HOLLYWOOD BOULEVARD PROPERTY OWNERS' ASSOCIATION, INC.** a nonprofit corporation.

The main purpose of such an organization is to identify causes of blight, decline or neglect and find solutions; to keep ourselves informed about proposed changes in the area and all plans affecting our properties; and to act with a unified voice on matters that mutually affect us.

The Hollywood Economic Revitalization Effort staff have assisted in creating the HBPOA and will continue to provide us with the professional expertise and management needed for such an organization. We appreciate their years of dedication to Hollywood's revitalization.

A Steering Committee has been meeting routinely to identify the Association's goals and objectives. We plan to work on many aspects of improving the quality of the street and business environment (see attached list). There are groups in the area dealing with what seem to be similar issues, but none deals with the direct issues that affect us - the property owners.

It is our intention to work in full cooperation with all local groups, the Hollywood Chamber of Commerce, CRA, L.A. City Council, and all City, County, and State Agencies. We will work together toward the common goal of positive, meaningful changes that will impact Hollywood's Commercial Core.

Steering Committee

◆

Bernice Aaron
Joseph Blum
James Conley
Aaron Epstein
Steven Katz
Ray Kirschbaum
Carol Kirschbaum
Don Silvers
Gary Silvers

Staff

◆

Pompea Smith
Peter Broy

Advisory Committee

◆

Alex Baptiste
Roosevelt Hotel

Harry Gem
Equitable Building

Barry Howard, Designer
Hollywood Entertainment Museum

Terry Jorgensen
Bank of Hollywood

Julie Kleinnick
M+S Management

Michael Marr
Melvin Simon & Associates

Hollywood Boulevard Property Owners' Association
October 2, 1992
Page Two

WE NEED YOU to become an active participant, express your concerns, and add your support by joining the Association as we address these problems.

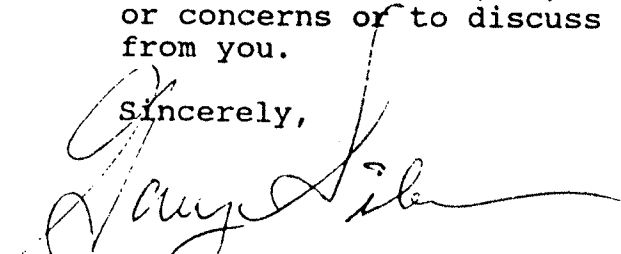
I, with my father, brother Don, and other members of the current HBPOA have been property owners for over 30 years, and were active in the Hollywood Property Owners' Association that built the world-renowned Walk of Fame in 1961. That Association also initiated the maintenance of that famous Walk. United today, we **CAN** make a difference.

The Steering Committee has established an initial Membership Fee of \$200, covering a six-month period ending February 28, 1993. I ask that you please join us, the Hollywood Boulevard Property Owners' Association, Inc., by completing the enclosed form and mailing it with your check made out to Hollywood Boulevard Property Owners' Association, at the following address:

6541 Hollywood Blvd., 2nd Floor
Hollywood, CA 90028

Please call me at (310) 659-5954 for answers to any questions or concerns or to discuss the Association. I hope to hear from you.

Sincerely,



Gary Silvers
President

GS:ng

Enclosure

HOLLYWOOD BOULEVARD PROPERTY OWNERS' ASSOCIATION

Issues & Involvement:

- o Existing and future maintenance programs for the Walk of Fame (towards which we property owners pay a yearly mandatory Assessment Fee on our Property Tax Bill).
- o Support and initiate beautification efforts.
- o Keep everybody informed about Hollywood issues through a newsletter.
- o Metro Rail Construction Mitigation Impact Programs.
- o Sponsor projects that promote the area.
- o Future programs of the Community Redevelopment Agency, etc., such as "Live On Hollywood" and Security Program.
- o Work closely with Councilman Woo's Office, L.A. City Council, Mayor's Office, CRA, and all City, County, State and Federal Agencies having impact on the Hollywood Boulevard Area.
- o Work closely with Hollywood Chamber of Commerce and other local groups and nonprofit organizations to improve the Hollywood Boulevard Area.
- o Develop a good working relationship with the Hollywood Police Division in their effort to improve community-based policing.

My name is _____

I own property(s) at _____

I plan to join the Association Yes No

Enclosed is a check for **Two Hundred (\$200) Dollars** made to the Hollywood Boulevard Property Owners' Association.

My own concerns about the Boulevard are:

a. _____

b. _____

c. _____